

**1999 Philip Morris (Presents)
Community Event Marketing Budget**

<u>Budget Description</u>	<u>1998</u>	<u>1999</u>
Consumer Incentives	\$ 140,000 ✓	\$ 120,000 50,000
Promotional Materials	235,000 ✓	200,000 50,000
Agency Artwork	240,000 ✓	200,000 50,000
Non-Agency Artwork	25,000 ✓	25,000 5,000
Minority Advertising *	1,000,000 ✓	1,000,000
Sponsorship Fee	675,000 642,763 ✓	750,000 624,500
Professional Services	185,000 ✓	185,000 25,000
Purchased Services	150,000 ✓	125,000 40,000
Summit Mgmt.	330,175	330,175
Stage Production	510,000	550,000
See Factor	399,020	399,020
Artist Fees	630,000	700,000
Henry Cadenas	484,100	484,100
Event Execution Agency	210,000 265,748	225,000 235,000
Phoenix Marketing		
US Open (I. Broeman)	300,000	300,000
		3,292,795
		300,000
Total Budget	\$4,300,000	\$4,380,000
Minority Advertising *		\$1,000,000
TOTAL		\$3,380,000

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4,146,800

3,977,500

4,000,000

4,073,544